



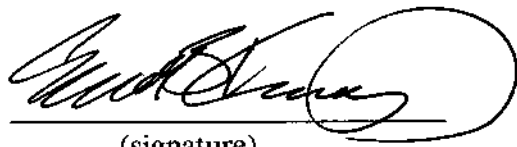
WBFS-TV, UPN33 (MIAMI, FL.)  
Quarterly Issues/Programs List

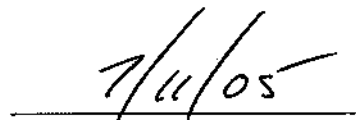
For the Quarter:

For the period of April 1, 2005 through June 30, 2005.

Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.

Submitted by Katy Meagher, Marketing and Public Affairs Coordinator,  
Reviewed by Brien Kennedy, President and General Manager.

  
(signature)

  
(date)



**The attached PSA inventory is a list of the spots aired during children's programming blocks in April, May, and June of 2005. These PSA's were programmed as part of our continuing effort to serve the informational needs of South Florida area children.**



## PSA Inventory 4/1/05 – 6/30/05

Spot #	Title	End Date		Topic
8001	HIV / AIDS The Know Is Spreading	12/31/2005	:10	HIV / AIDS
8136	CC - Publix - Music Under the Stars	8/5/2005	:10	Free Concerts
8135	CC - Publix - Each One Teach One Tutors	6/30/2005	:10	Tutors
8127	CC - Publix - Gambling Helpline	6/30/2005	:10	Helpline
8128	CC - Publix - Summer Camp	5/31/2005	:10	Camps
8161	CC - Publix - ASSETS Business Training	4/30/2005	:10	Small Business
8163	CC - Publix - Youth Drama Classes	4/30/2005	:10	Youth Drama
8068	CC - Publix - Story Time	4/30/2005	:10	Reading
8039	Tree City USA		:10	Trees
8177	Miami Heat - Shaq - Read to Achieve	12/31/2005	:15	Reading
8119	Bayfront 4th of July 2005	7/4/2005	:15	4th of July
503226	Art of Story Miami-Dade "Sat" Run 5/16 to 5/21	5/21/2005	:15	Reading
503225	Art of Story Miami-Dade Library Run 5/10 to 5/15	5/15/2005	:15	Reading
503224	Star Wars / Miami Children's Hospital Foundation	5/12/2005	:15	Charity Screening
8107	Corp Run Dade	5/1/2005	:15	Charity Event
8152	Tropical Nights - UM CARD event	4/15/2005	:15	Charity Event
8141	Corp Run - Ft. Lauderdale	4/14/2005	:15	Charity Run
313236	The Fair Community Calendar	4/2/2005	:15	The Fair
8165	Partnership - Brain		:15	Drugs
8014	Partnership - Vapors		:15	Drugs
8015	Partnership - Poison Pill Light Show		:20	Drugs
8045	Poison Hotline - What A Day		:20	Poison Hotline
8066	HIV / AIDS The Know Is Spreading	12/31/2005	:30	HIV / AIDS
8078	National Violence Prevention - Every Child	12/31/2005	:30	Anti-Violence
8082	Shaquille / Miami Heat / Learn To Swim	12/31/2005	:30	Swim Safety
8079	Urban Initiative	12/31/2005	:30	Little League
503228	ZSG - It's Not Summer # 1	7/16/2005	:30	ZSG 2005
503229	ZSG - It's Not Summer # 2	7/16/2005	:30	ZSG 2005
8062	Earned Income Tax Credit	4/15/2005	:30	Tax Info
8139	Jim Berry - Tennis Classic 4/11/05 - 4/15/05	4/15/2005	:30	Charity
8133	Jim Berry - Tennis Classic - 4/1/05 - 4/10/05	4/10/2005	:30	Charity
8143	The Fair PSA	4/2/2005	:30	The Fair
8002	American Lung Assoc. - One Breath		:30	Lung Health
8116	Better Health - School Daze		:30	Health
8058	Children Cancer Caring Center - Kids Price		:30	Kids Cancer
8033	Comm. Partnership for Homeless - Blankets		:30	Homeless Help
8021	Family Literacy - Streets		:30	Literacy
8034	Family Violence - Wrong Way		:30	Anti Violence
8023	HIV AIDS PSA		:30	AIDS
8093	Motorcycle Safety		:30	Motorcycles
8102	National Fair Lending - Truth		:30	Lending

<b>8145</b>	Overtown Youth Center - Shattered Glass	<b>:30</b>	Youth Center
<b>8013</b>	Partnership - Car Accident - Check Yourself	<b>:30</b>	Drugs
<b>8020</b>	Partnership - Noses	<b>:30</b>	Drugs
<b>8105</b>	Salvation Army - Bridge	<b>:30</b>	Salvation Army
<b>8018</b>	Shape Up America - Confusion	<b>:30</b>	Excercise
<b>8055</b>	USA - Freedom Corp - Rivera	<b>:30</b>	Voluntering
<b>8047</b>	Energy Star - Lights	<b>1:00</b>	Consevation
<b>8037</b>	National Marrow	<b>1:00</b>	Marrow



For more than a decade, Neighbors 4 Neighbors has been connecting people who need help with people who can give help. Since July 2003 that helping hand is being extended to viewers of UPN33. During the UPN 33 News at 10pm, you can now find reports from the Neighborhood Hotline a service provided by Neighbors 4 Neighbors, a 501(c)(3) nonprofit organization funded through foundation grants and corporate donations and has office space at CBS 4. Through this new partnership with our sister station WFOR CBS 4, UPN 33 has been able to offer the assistance of this organization.

Working in partnership with CBS4 News, Neighbors also organizes a number of campaigns dealing with the issues that dominate local headlines, such as: poverty, homelessness, child and domestic abuse, gun violence, health, personal finances, and consumer fraud. But the Neighbors' magic is best seen when dealing with personal human drama. Countless families in crisis, whose stories were profiled on CBS4 news, have been helped through the spontaneous kindness of viewers who call the Neighbors phone bank.

Whether it's money for medical treatment of a sickly child, a motorized wheelchair for an elderly grandmother, or a special vehicle for a family with disabled children-Neighbors and generous South Floridians can help!

Presently on UPN 33 Neighborhood Hotline we are running several vignette PSA's as well as notifying viewers of the assistance available to them.



Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three-month period. All of these programs are part of the Station's plan to address issues of concern to our viewers.



## **Quarterly Issues/Programs 3/1/05 - 6/30/05**

### **Focus on South Florida**

Regularly scheduled public affairs program on Fridays from 6:00am to 6:30am

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### **UPN 33 Morning News In Depth Reports**

Regularly scheduled daily from 7:00 am to 9:00am (reports averaged between: 30 seconds and 2 minutes)

### **UPN 33 News At 10pm In Depth Reports**

Regularly scheduled daily from 10:00pm to 11:00pm (reports averaged between: 30 seconds and 2 minutes)

### **EDUCATION ISSUES**

4/8/2005 rebroadcast 5/21/05, 6/18/2005 **FOCUS ON SOUTH FLORIDA** Our guests Dr. Alberto Rodriguez from Miami-Dade County Public Schools, Dr. Dino Pedrone from the Fla. Association of Christian Colleges and Schools (FACCS) and Jeannie Floyd from Broward County Schools, Child Development took a look at the new Florida 'universal' or voluntary pre-k program and the slots money for education and reform initiatives.

5/9/05 **UPN 33 News** – Urban Home Schooling — This was a piece on how many African American families are turning to home schooling.

6/21/05 **UPN 33 News** - Hip Hop New Message. This was piece on how hip hop mogul Russell Simmons is hosting summits to help inner city kids be more financially responsible.

### **HEALTH ISSUES**

**DAILY UPN 33 Morning News** "Fit Chick" segments, that teaches viewers quick and easy exercises.

4/1/05, rebroadcast 6/11/05 **FOCUS ON SOUTH FLORIDA** As the battle over Terri Schiavo continues Sam Kastensmidt from the Center for Reclaiming America joins us to discuss the details of the story and the ramifications it has on our society as it pertains to patient rights and the importance of living wills.

4/1/05 **UPN 33 Morning News** - Extensive coverage of the death of Terri Schiavo, which was a globally watched story.

4/15/2005 rebroadcast 5/28/2005 **FOCUS ON SOUTH FLORIDA** - Along with John Fleming from the Florida Coalition to Prevent Underage Drinking and Diane Holmes from MADD (Mothers Against Drunk Driving, we looked at new initiatives aimed at preventing and reducing the distribution and consumption of alcohol to minors and the dangers of college binge drinking. Also discussed is how new laws are making parents responsible for drinking taking place at their homes.

4/21/05 **UPN 33 News** — Teens & Prescription Drugs — This was a piece on the how teens are now getting addicted to prescription drugs instead of other things.

4/22/05 **UPN 33 Morning News** - Breast Cancer Genes, gave tips to women on how to better detect breast cancer, in this special medical report.

5/6/05 **UPN 33 News** — Dirty Makeup — This was a piece on how people use other people's makeup, and the health risks of doing so.

5/7/2005 rebroadcast 6/4/2005 **FOCUS ON SOUTH FLORIDA** Along with out guests Deborah Ally from Care Resource and Kevin Garrity of the South Beach AIDS Project we too a look at the recent negative trends and developments in prevention and education of HIV / AIDS in the region. This is especially important in South Florida where we are ranked 3rd highest in people infected with AIDS. Also addressed is whether the advancement in medical treatments has prolonged the lives of AIDS patients and added a sense of complacency in the community, as compared to the 80's and 90's when the death toll was higher and people where quicker to die after becoming infected.

5/11/05 **UPN 33 News** - Best Time of the Day. This was a piece on what is the best time of the day to do certain things like eating your meals and doing other things.

5/17/05 **UPN 33 News** — Adjustable Implants — This was a piece on breast implants that some woman are doing that are adjustable.

5/30/05 **UPN 33 News & UPN 33 Morning News** - Waxing Dangers — This was a piece on the dangers of waxing your eyebrows and other parts of your body.

6/10/05 **UPN 33 Morning News** - Laser Lifts Live. Laser skincare treatments done live on the show.

6/14/05 **UPN 33 News** - Drink up... You're 18. This was a piece on how the state of Vermont is trying to reduce the drinking age to 18.

6/22/05 **UPN 33 Morning News** -Melissa Etheridge live. Legendary musician joined us live, to discuss how she beat breast cancer. A team of doctors who discussed new treatments as well joined her.

6/25/2005 **FOCUS ON SOUTH FLORIDA** Along with CBS 4 Health Specialist Dr. Sean Kenniff and Dr. Simon Astor of the Iluma Center for Health & Spa take a look at the recent trends and developments of obesity, new federal food and health guidelines, and holistic medicine's impact on health.

## **CONSUMER**

4/11/05 **UPN 33 Morning News** - Gas Prices, informed viewers of rising gas prices and gave money saving tips.

4/5/05 **UPN 33 News** - Tax Deductions. This was a piece on what things are and aren't tax allowed as tax deductions.

4/8/05 **UPN 33 News** - Tax Scams - This was a piece on scams out there as people get ready to file their taxes.

4/12/05 **UPN 33 Morning News** - Identity Theft- In-depth story on ways to prevent identity theft.

4/12/05 **UPN 33 Morning News** - ATV - In-depth story on all-terrain-vehicle safety.

4/13/05 **UPN 33 News** – Shampoos - This was a piece on how you don't need to spend big bucks on shampoos you can get the same from normal, everyday products.

4/14/05 **UPN 33 News** - Explorers Roof - This was a piece on how the roofs of some Ford Explorers are defective.



4/19/05 **UPN 33 News** - Bankruptcy Laws - This was a piece on a new law making people responsible to pay up even if they had filed for bankruptcy.

4/29/05 **UPN 33 News** - Got to Have It: Adidas Shoe. This was a piece on a new Adidas shoe, a smart shoe that has a computer chip in it that adjust your sneaker to the terrain your walking on.

5/3/05 **UPN 33 News** - Stretching Your Bucks: College Junction. This was a piece on how you can go to this website if you are a college student and save big on all types of things from electronics to books.

5/6/05 **UPN 33 Morning News** - Designing on a Dime, tips on how to decorate your home without spending too much money.

5/10/05 **UPN 33 News** - Debit Card Dirty Secrets. This was a piece on the things that can happen to your bank account while using your debit card.

5/18/05 **UPN 33 News** - Cellphone Jammers – This was a piece on a device that looks like a normal cellphone that can jam other people's cellphones.

5/19/05 **UPN 33 News** - Text Messaging Bills - This was a piece on how teens are abusing the text messaging feature on cellphones racking up hundreds of dollars in bills.

5/25/05 **UPN 33 News** - Best Cellphone Service. This was a piece on what is the best cellphone service in South Florida. We looked at everything from equipment to pricing plans.

5/26/05 **UPN 33 News** - Teen Drivers – This was a piece on a special school teens can go to learn how to drive more defensively.

6/8/05 **UPN 33 News** - Stretching your Bucks: Cyber Coupons. This was a piece on how some people are saving big bucks by clipping coupons from the Internet.

6/15/05 **UPN 33 Morning News** - Background Checks, special report on how background checks can affect anyone.

6/15/05 **UPN 33 News** - Modem Hijacking. This was a piece on how crooks are getting into people's modems and racking up huge telephone bills without anyone's knowledge.

6/17/05 **UPN 33 News** — Internet Lottery. This was a piece on how several states are trying to pass legislation to let players buy lottery tickets over the internet.

6/23/05 **UPN 33 News** - Stretching Your Bucks: Rising College Costs. This was a piece on how the cost of going to college is going through the roof.

## **COMMUNITY**

4/4/05 **UPN 33 Morning News** - Pope's Death extensive coverage. (This continued for the entire week, including live reports from South Florida to Rome.

4/11/05 **UPN 33 Morning News** - Mars Rover, updating viewers on this highly watched story from NASA.

4/27/05 **UPN 33 Morning News** - Granny Brigade - A story about south Florida women who travel to poverty stricken areas of Africa to help children.

4/29/2005 **FOCUS ON SOUTH FLORIDA** - We are joined by Zachary Werner, the director of "Code 33" a film documentary about an illegal immigrant who is awaiting trial for the rape of over 7 women. The film follows our second guest Detective Fernando Bosch of the City of Miami Police Department and his team as they search the

city for the suspect. The film brings up the issue of illegal immigration and how it affects the community and the nation.

4/22/2005 rebroadcast 5/14/2005 **FOCUS ON SOUTH FLORIDA** - Commander Linda O'Brien and Sgt. Mike Barry from the Miami-Dade Police Department joined us to discuss the new legislative and Gun-Policy controversies concerning meeting "force with force", tasers and some recent deaths caused by these non-lethal weapons. Paul Crespo also joined us to discuss Cuban-American policy trends and the latest exile attitudes years after the Mariel Boat Lift.

4/25/05 **UPN 33 Morning News** - Divorce Test, This was a special report to help couples cope with divorce and how to look for the warning signs.

5/2/05 **UPN 33 News** - African Ancestry. This was a piece on how you can trace your family history.

6/1/05 **UPN 33 News** - Bad Bosses – This was a piece on how you can spot a possible bad boss.

6/29/05 **UPN 33 Morning News** - New Drug Dog, story featuring new K-9 officer in South Florida.